

Message Text

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64

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 USIA-15 CIAE-00 INR-10

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R 111742Z SEP 73

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 6988

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E.O. 11652: N/A

TAGS: BPRO, PE

SUBJ: PARTICIPATION BY PERU IN EXPO '74

REF: STATE 151237, STATE A-5774, 7/6/73

1. THE DIRECTOR GENERAL FOR COMMERCE, MINISTRY INDUSTRY/COMMERCE, THE OFFICE IN GOP RESPONSIBLE FOR PERU'S PARTICIPATION AROUND THE WORLD IN FAIRS AND EXHIBITIONS, INFORMED EMBOFF DURING DISCUSSION OF FORTHCOMING EXPO '74 THAT PERU WOULD BE UNABLE TO TAKE PART. HE GAVE THE FOLLOWING REASONS FOR THIS DECISION:

A. PERU'S INTERNATIONAL FAIR AND EXHIBITION PROGRAM IS DECIDED TWO YEARS IN ADVANCE. HENCE IT HAS ALREADY COMMITTED ITS SCARCE EXHIBIT FUNDS FOR NEXT YEAR TO OTHER SHOWS. FURTHERMORE AN EXHIBIT IN THE U.S. DOES NOT FIT INTO PERU'S OVERALL FAIR PROGRAM WHICH IS TO CONCENTRATE AT THIS TIME ON EXHIBITS IN THE ANDEAN PACT NATIONS, IN CENTRAL AMERICA AND THE CARIBBEAN. ONCE PERU'S INDUSTRIES ARE BETTER ESTABLISHED AND BETTER ABLE TO HANDLE LARGE ORDERS OF THE SIZE WHICH MIGHT BE OBTAINED IN THE U.S. MARKET, IT WILL BE TIME TO BEGIN PARTICIPATING IN U.S. FAIRS.

B. PERU CANNOT MAINTAIN AN EXHIBIT AT ANY FAIR FOR AS LONG A TIME AS SIX MONTHS. IT HAS NEITHER THE PERSONNEL NOR FUNDS FOR SUCH AN EFFORT.

C. THE UNITED STATES DOES NOT PARTICIPATE IN PERU'S BI-ANNUAL

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TRADE FAIR (PUT ON IN LIMA EVERY TWO YEARS BY THE FERIA INTER-

NACIONAL DEL PACIFICO) AND THEREFORE PERU FINDS IT DIFFICULT TO MUSTER ENTHUSIASM FOR PARTICIPATION IN EXPO '74. THE DIRECTOR GENERAL ADMITTED THAT THE TWO FAIRS WERE HARDLY COMPARABLE BUT SAID NEVERTHELESS THAT THE U.S.'S REFUSAL SINCE 1967 TO MOUNT ANY SIGNIFICANT TRADE EXHIBIT IN PERU WOULD MAKE IT IMPOSSIBLE FOR HIM TO OBTAIN APPROVAL FOR PERU TO AKE PART IN EXPO '74 EVEN IF HE WANTED TO.

2. IF THERE SHOULD BE ANY CHANGE IN THE ABOVE DECISION OR IN PERU'S ATTITUDE TOWARD PARTICIPATION IN EXPO '74, IT WILL BE REPORTED.

BARNEBEY

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